

# MEDIA KIT 2022



## PRINT + ONLINE

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successful media for experts

Media Group  Süddeutscher Verlag





Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

**1 Title:** HIGHLIGHT – the trade magazine for the lighting industry

**2 Profile in brief:**  
HIGHLIGHT provides an extensive, cross-media platform for communication with the lighting industry consisting of the trade magazine HIGHLIGHT, its associated website HIGHLIGHT-WEB and the job exchange LightingJOBS. HIGHLIGHT, the trade magazine for the lighting industry, enables around 10,000 decision-makers to be reached six times a year. HIGHLIGHT is specifically aimed at architects, interior designers, lighting and electrical engineers, consultants and designers in the specialist trade as well as at industry – in other words, all the key players in the lighting market. With its high-quality graphic appearance, HIGHLIGHT is extremely appealing to the demanding target group of architects and conveys information on lighting straight to the point.

**3 Target group:**  
Investment decision-makers in lighting design, architecture and interior design as well as the specialist lighting trade. Manufacturers of lighting and components are reached as well as wholesalers and shopfitters.

**Optimal networking:**

At www.highlight-web.de you will find up-to-the-minute information and the Lightguide directory of manufacturers, to which www.lighting-jobs.de – the job exchange for lighting – is connected.

**4 Frequency of publication:** every two months

**5 Magazine format:** 220 x 310 mm

**6 issues/year:** 33<sup>rd</sup> issue 2022

**7 Purchase price of annual subscription:**

domestic	€ 74.00 (incl. shipping costs and VAT)
foreign	€ 89.00 (incl. shipping costs and VAT)
Single copy price	€ 12.00 (incl. VAT plus shipping costs)

**8 Organ:** –

**9 Memberships:** Deutsche Fachpresse, IVW

**10 Publisher:**

Hüthig GmbH

Managing Director: Moritz Warth  
Publishing Director: Rainer Simon  
Im Weiher 10, D-69121 Heidelberg  
Tel.: +49 6221 489-384

Company address:

Fax: +49 6221 489-443  
Braugasse 2, D-59602 Rützen  
Tel.: +49 2952 9759-200

Editorial department address:

Fax: +49 2952 9759-201

Advertising department address:

Hultschiner Str. 8, D-81677 Munich  
Tel.: +49 89 2183-8988  
Fax: +49 89 2183-8989  
www.highlight-web.de

Internet:

**11 Publisher:**

–

**12 Advertisements:**

Bettina Landwehr (Head of Sales)

**13 Editor:**

Markus Helle (Editor-in-chief)

**14 Volume analysis**

2020 = 6 issues

**Total volume:** 448 pages = 100.00 %

**Editorial section:** 359 pages = 80.13 %

**Advertising section:** 89 pages = 19.87 %

of which publisher's advertisements: 24 pages = 5.36 %

**Supplements:** 2

**15 Content analysis editorial**

2020 = 359 pages

By topics:  
Light planning 87 pages = 24.23 %  
Lighting design 70 pages = 19.50 %

Interviews, profiles 33 pages = 9.19 %

Business, trade fairs 62 pages = 17.27 %

Science and technology 65 pages = 18.11 %

Brief information, news 42 pages = 11.70 %

**359 pages = 100.00 %**



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## 1 Advertising prices (for formats see page 4):

All prices in € plus statutory VAT.

Full prices for 4c advertisements*	4c price
1/1 page	4,995.00
2/3 page (special position in front of interview)	3,885.00
Junior page	3,115.00
1/2 page	2,795.00
1/3 page	2,060.00
1/4 page	1,785.00
1/8 page	1,320.00

\*Details indicate full prices including color surcharge

## 2 Surcharges

The advertising prices are full prices and include color from the Euroscale and printing with bleed.

Special colors on request

### Positioning:

Front cover	€ 5,995.00
Inside front cover	€ 5,610.00
Outside back cover	€ 5,610.00
Binding positioning provisions:	10 % of basic price each
Prices and conditions for cover pages on request.	

## 3 Discounts: for orders placed within 12 months

### Frequency discount:

Publication 2 x	5 %
Publication 4 x	10 %
Publication 6 x	15 %

## 4 Classified advertisements:

Vacancies ads per mm	(1-column, 90 mm wide)	Print	Online
		€ 5.70	see page 10
Job search ads per mm	(1-column, 41 mm wide)	€ 3.55	see page 10
Purchases/sales per mm	(1-column, 41 mm wide)	€ 5.70	
Box number fee		€ 35.00	

## 5 Special forms of advertising: On request

**Bound inserts:** Delivered folded, untrimmed, without back stapling

2-page bound insert € 3,170.00

4-page bound insert € 6,230.00

Quantity supplied: 10,800 copies

### Supplements:

(not eligible for discount and only for total circulation, quantity supplied: 10,800 copies)

minimum format 105 x 148 mm, max. 210 mm wide x 297 mm high

up to 25 g in weight € 3,055.00

other weights on request

Delivered: 5 samples upon order placement, edition up to 14 days before publication.

The supplement must be closed on the long side for machine processing.

**Affixed advertising material:** (only for total circulation, quantity supplied: 10,800 copies)

In combination with advertisement or bound insert € 1,250.00

plus adhesive costs (agency commission cannot be deducted)

plus additional delivery costs

(agency commission cannot be deducted) € 13.60 each %

### Delivery address for bound inserts and supplements:

Grafisches Centrum Cuno GmbH, Gewerbering West 27, D-39240 Calbe  
(with note: for Highlight edition no. ..., customer...)

## 6 Contact: see p. 23/24

## 7 Terms of payment:

Net within 30 days of invoice date, 2 % discount for advance or direct debit

### Bank details:

HypoVereinsbank

Account: 157 644 60

Bank code: 700 202 70

IBAN: DE66 7002 0270 0015 7644 60

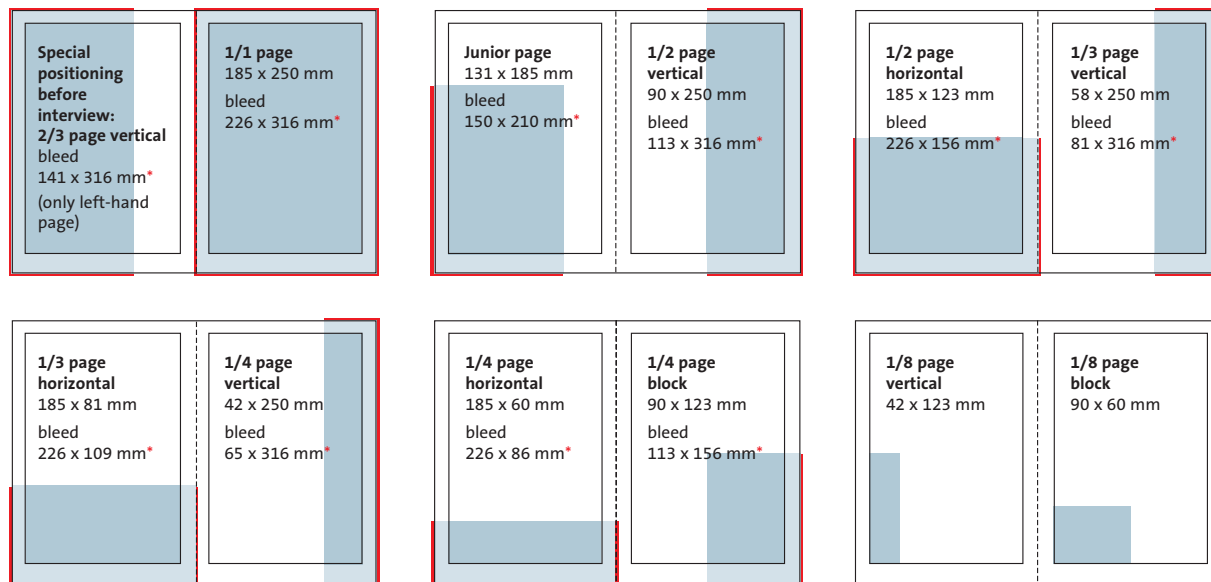
BIC: HYVEDEMMXXX



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— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats    ■ Bleed formats



**Delivery of  
bound inserts:**

Width: 220 mm  
+ 4 mm trim inside  
+ 3 mm trim outside

Height: 310 mm  
+ 3 mm trim top  
+ 3 mm trim bottom

Magazine format: width 220 mm, height 310 mm



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- |                            |   |
|----------------------------|---|
| <b>1 Magazine format:</b>  | 220 mm wide, 310 mm high  |
| <b>Type area:</b>          | 185 mm wide, 250 mm high<br>Number of columns: 2 columns<br>Column width: 90 mm   |
| <b>2 Printing process:</b> | Offset  |
| <b>Binding method:</b>     | Adhesive binding  |
| <b>3 Data delivery:</b>    | <a href="mailto:highlight-dispo@huethig.de">highlight-dispo@huethig.de</a>  |
| <b>4 Data formats:</b>     | Delivery of data in PDF format, version 1.3 (PDF/X-1a), created with Acrobat Distiller from version 4.0 and with screen-modulated proof. Image data high resolution at least 300 dpi, resolution for 60 screen, color model always CMYK (never RGB or LAB elements). Bitmap (barcode scans) should have a resolution of at least 800 dpi. The format designed in the original sizes plus bleed margin and bleed markings. |
| <b>5 Colors:</b>           | With digitally transmitted print templates for color adverts, a color proof with Fogra media wedge version 2.0 or 3.0 and a proof or test report (= certificate) is also to be supplied by the customer. The customer shall otherwise not be entitled to compensation in the event of any color variations which may occur.   |
| <b>6 Proof:</b>            | According to FOGRA standard. With FOGRA media wedge 2.0 or 3.0 as per standard, PSO_LWC_Improved_eci.icc for content generally paper type 3 FOGRA 45L – as per standard, ISOcoated_v2_eci.icc for sleeve generally paper type 2 FOGRA 39L – as per standard.  |
| <b>7 Data archiving:</b>   | Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.   |
| <b>8 Warranty:</b>         | 1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.   |

- The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on print paper, and requires the delivery of suitable masters (see details in price list).
- Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
- Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from business customers expire 12 months after publication of the corresponding advertisement or insert.
- If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
- Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
- The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
- The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 9 Contact:** Advertisement processing: Angelika Scheffler  
Tel.: +49 6221 489-392  
Fax: +49 6221 489-17392  
[highlight-dispo@huethig.de](mailto:highlight-dispo@huethig.de)

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We would also like to take the opportunity to recommend our Lux Select catalog as an advertising medium with long-term impact. This ideally complements your advert in our trade fair magazine HIGHLIGHT.

Good lighting concepts make architecture look extraordinary. Architects and planners decide on the lighting in the space – by selecting openings for natural light and choosing artificial lighting. The Lux Select lighting compendium 2020 provides the target group with a comprehensive overview of lights and lighting for your ideas.

It contains information on the German light design prize, seminars, profiles of highly regarded manufacturers and lighting planners – clear, handy and informative.

Frequency of publication: Once a year  
Print run: 13,000 copies  
Publication date: June 7, 2022  
Deadline: May 6, 2022

**We look forward to meeting you and would be pleased to present a proposal on an effective advertising solution for you:**

Bettina Landwehr (Head of Sales)  
Tel.: +49 89 2183-8988  
E-mail: [bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)  
Markus Helle (editor-in-chief)  
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E-mail: [markus.helle@huethig.de](mailto:markus.helle@huethig.de)



K45886

## LUX SELECT 2021

Das Lichtkompendium  
für Architekten und Planer

>>> Fundierte Information  
Übersicht und Trends

>>> Deutscher Lichtdesign-Preis  
Auszeichnung für das Lichtdesign

>>> Hersteller im Portrait  
Die Informationsplattform

Also visit our  
website at  
[lux-select.de](http://lux-select.de)



Sonderausgabe der Fachzeitschrift HIGHLIGHT

## BASIC PACKAGE

- 3 product placements of 1/3 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- Lux Select link/QR code flat rate
- Catalog service 2022

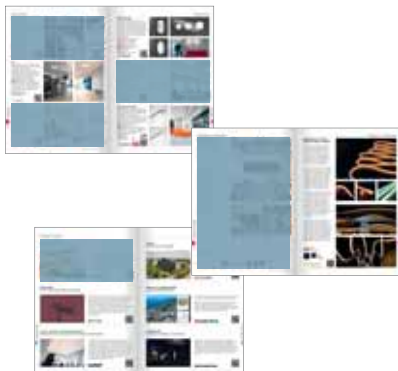
€ 3,965.–



## COMPACT PACKAGE

- 3 product placements each 1/3 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- 1 manufacturer profile of 1/3 DIN A4 page (optional 1/3 product placement)
- Lux Select link/QR code flat rate
- Catalog service 2022

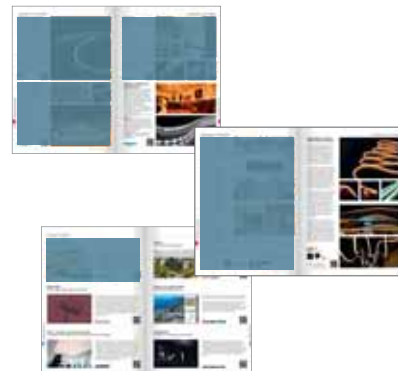
€ 4,235.–



## PLUS PACKAGE

- 3 product placements each 1/2 DIN A4 page
- 1 project solution of 1/1 DIN A4 page
- 1 manufacturer profile of 1/3 DIN A4 page (optional 1/3 product placement)
- Lux Select link/QR code flat rate
- Catalog service 2022

€ 4,520.–



All prices including 4c printing and catalog service, plus VAT.

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## 1 Circulation monitoring:



## 2 Circulation analysis:

Average annual number of copies per issue\*  
(July 1, 2020 - June 30, 2021)

Print run:	8,550	of which abroad:	of which e-paper
<b>Numbers of copies actually distributed:</b>	8,672	223	398
<b>Copies sold:</b>	1,210	85	397
– subscribed copies:	814		2
– member copies:	330		0
– paid content access privilege-through subscription*:	1,210		
– other sales:	396		395
– single copy sales:	0		
<b>Free copies:</b>	7,462		1
<b>Residual, archive and specimen copies:</b>	276		

## 3 Geographical distribution analysis:

Economic area:	Proportion of copies actually distributed	
	%	Copies
Germany	97.4	8,449
Abroad	2.6	223
<b>Actually distributed copies</b>	<b>100.0</b>	<b>8,672</b>

\* contains all copies published in the reporting period

Distribution based on federal states:	Proportion of copies actually distributed	
	%	Copies
Baden-Wuerttemberg	13.6	1,149
Bavaria	17.5	1,479
Berlin, Brandenburg, Mecklenburg-Western Pomerania	6.7	566
Bremen, Hamburg, Schleswig-Holstein	6.0	507
Hesse	10.2	862
Lower Saxony	8.3	701
North-Rhine Westphalia	27.1	2,290
Rhineland-Palatinate	4.3	363
Saarland	1.1	93
Saxony, Saxony-Anhalt	3.5	296
Thuringia	1.7	143
<b>Actually distributed copies</b>	<b>100.0</b>	<b>8,449</b>

Breakdown of circulation abroad**	Proportion of copies actually distributed	
	%	Copies
Austria	24.6	55
Switzerland	27.7	62
Other	47.7	106
<b>Actually distributed copies</b>	<b>100.0</b>	<b>223</b>

\*\* publisher's claim



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Recipient groups*	Proportion of copies actually distributed	
	%	Copies
Architects, interior designers, electrical/lighting designers, shopfitters	79.0	6,851
Lamps, lighting industry	7.6	659
Lighting retail	8.1	702
Lighting wholesale	3.8	330
High-end furnisher dealers	1.5	130
<b>Actually distributed copies</b>	<b>100.0</b>	<b>8,672</b>

\* Publisher's claim

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## lighting-jobs.de – search for and find staff!

The www.lighting-jobs.de job exchange is the leading specialist jobs website for the lighting sector. We have been successfully working for the industry since 2008.

Job advertisements can easily be ordered on lightingJOBS – predefined standard layouts are available. CI-based adverts can be placed which are ideal for search engine processing.

The same applies for job searches. Box number options are available in both cases.

The optimized job advert contains links to social media, adapted titles and page names and the relevant keywords, making it optimally readable by search engines, such as Google!

Your advert will be displayed and circulated on lighting-jobs.de, highlight-web.de and elektro.net. The job adverts will also be circulated in the HIGHLIGHT newsletter.

For collective adverts containing several positions, there is a surcharge of € 300.– per position.

The combination of web and print advert in HIGHLIGHT can increase the effectiveness of job searches. We also offer an additional combi-discount of 10 % each.

All prices in Euros without applicable VAT

## Price per advert, duration 8 weeks each:



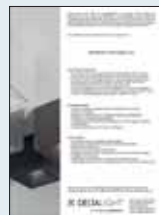
**Basic:** € 495.–

The easy and quick way to produce your advert in the fixed standard layout without a logo, box number can be booked as an option (€ 50.–).



**Business:** € 695.–

in the predefined business layout with company logo (110 x 60 pixels).



**CI advert:** € 1,070.–

The premium entry based on your PDF template with logo – 1:1 web implementation

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## Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within the German electrical/electronics industry and address more than 50,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



## Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **\*Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@huethig.de

## Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Issue	01–02 / 2022	03–04 / 2022	05-06 / 2022	07–08 / 2022	09 / 2022	10 / 2022	11–12 / 2022
Publication date:	Feb. 22, 2022	Apr. 19, 2022	Jun. 21, 2022	Aug. 16, 2022	Sep. 09, 2022	Oct. 25, 2022	Dec. 13, 2022
Advertising deadline:	Jan. 25, 2022	Mar. 18, 2022	May 19, 2022	Jul. 18, 2022	Aug. 12, 2022	Sep. 26, 2022	Nov. 15, 2022
Editorial deadline:	Jan. 5, 2022	Mar. 01, 2022	May 02, 2022	Jun. 29, 2022	Aug. 01, 2022	Sep. 07, 2022	Oct. 25, 2022
Trade fairs		<b>GILE – Guangzhou International Lighting Exhibition</b> Jun. 9–12, 2022, Guangzhou, China <b>Salone del Mobile</b> Jun. 07–12, 2022, Milan			<b>IFA</b> Sep. 2–6, 2022, Berlin <b>Light+Building</b> Oct. 02–07, 2022, Frankfurt <b>Orgatec Cologne</b> Oct. 25–29, 2022	<b>Hong Kong Lighting Fair Autumn (HKLF)</b> Oct. 27–30, 2022, Hong Kong, China	<b>imm cologne 2023</b> January 2023, Cologne
Topics	<b>Shop lighting</b> Smart concepts for light in sales and presentation	<b>Lighting for education</b> Current projects and products for schools and continuing education	<b>Hotels and catering</b> Projects and trends for lighting in the hospitality sector	<b>Health and nursing care</b> Medical treatment facilities	<b>Office lighting</b> Concepts and solutions for office- and computer-based working	<b>Museums</b> Lighting concepts for permanent and temporary exhibitions	<b>Light for living spaces</b> Light for private spaces
	<b>Lighting as a service</b> Modern in-store lighting – new concepts for retail	<b>Technology</b> Smart home – light and technology combined at home	<b>Technology</b> Trends in lighting technology components	<b>Outside lighting</b> Light in towns and cities	<b>Trade Fairs</b> Preview of new products and concepts on Light+Building	<b>Luminaire of the Year</b> The candidates for Luminaire of the Year 2022 introduce themselves	<b>Review of HKLF</b> International trends from Hong Kong
	<b>Hygiene</b> Using UVC to combat viruses – integration into lighting systems	<b>Design</b> The Trends Spring 2020	<b>Technology</b> Ambient Assisted Living: smart products for the Elderly	<b>Dark sky</b> Lighting and lamp concepts to combat light pollution	<b>Technology</b> Sensors for better lighting in office areas	<b>Review of IFA</b> The latest from Berlin's industry meet-up <b>Review</b> All the news from Light+Building	<b>Lighting of the Year</b> Report on 2022's award winners
Special topics	<b>SPECIAL Sustainability</b> Recycling and reusing: focus on new concepts	<b>SPECIAL Bespoke lights</b> Customized lighting for projects	<b>SPECIAL Industrial lighting</b> Lighting for production and logistics	<b>SPECIAL HCL – human-centric lighting</b> The latest on the industry trend	<b>SPECIAL The Deutscher Lichtdesign-Preis</b> Report on the winners	<b>SPECIAL WFH et al.</b> How has the megatrend evolved into new forms of working?	<b>SPECIAL Smart home</b> How are the concepts getting established on the market?
HIGHLIGHT Technology	<b>Matter</b> The beginnings of the higher-level protocol for smart homes	<b>Digitalization</b> Update on digitalization in lighting	<b>Horticultural lighting</b> Developments in lighting for plants and animals	<b>Smart city</b> Concepts for the city of the future	<b>Bluetooth</b> Using BLE / Mesh in lighting technology	<b>Smart sensor technology for personal projects</b> Using sensors at home – does it make sense?	<b>Emergency and security lights</b> Latest trends and standardization

•• Always featured in the publication: interviews with the leading minds in industry, profiles, and the latest on lighting design •• Now included in every issue: HIGHLIGHT Technology with reports and trends from the world of LED technology ••

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## highlight-web.de

- 1 Web address (URL):** [www.highlight-web.de](http://www.highlight-web.de)
- 2 Profile in brief:**  
HIGHLIGHT-WEB is the website of the trade magazine HIGHLIGHT. HIGHLIGHT-WEB provides additional information supplementing the print edition. Through links with websites in the industry, HIGHLIGHT-WEB provides all key information in one place. As well as general advertising space in the header or sidebar, thematic advertising space is also available in the news area. Special forms of advertising are possible upon agreement.  
Daily news, product and company database, market overviews, background reports, job openings and topical newsletter with approx. 7,000 subscribers.
- 3 Target group:**  
Investment decision-makers in lighting design, architecture and interior design as well as the lighting trade. Manufacturers of lighting and components are reached as well as wholesalers and shopfitters.
- 4 Publisher:** Hüthig GmbH
- 5 Editorial contact partner:** Markus Helle, Editor-in-chief  
Tel.: +49 2952 97 59 200  
E-mail: markus.helle@huethig.de
- 6 Online advertising contact partner:** Bettina Landwehr,  
Head of Sales Hüthig Elektromedien  
Tel.: +49 89 2183-8988  
E-mail: bettina.landwehr@huethig.de
- 7 Data delivery:** Angelika Scheffler  
Tel.: +49 6221 489-392  
E-mail: highlight-dispo@huethig.de
- 8 External ad server used:** Google Ad Manager from Google

### Facts

#### Traffic

- 20,185 visits/month<sup>1</sup>
- 28,174 page views/month<sup>1</sup>
- 6,700 newsletter subscribers

#### Content

- Specialist articles
- Product reports
- News
- Interviews
- Videos

#### Topic areas

- News
- Design
- Projects
- Economy
- Technology
- Scene
- Jobs
- Events

highlight-web.de  
is IVW certified

<sup>1</sup>Source: IVW 8/2020 – 7/2021

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## Business Directory

Also take advantages of online placements: Showcase your business with a company entry seen by your industry. An entry in our business directory ensures a constant presence when your customers are conducting research. All company entries can be updated and amended by you at any time.

	Standard	Plus	Premium
Your company profile is displayed as a relevant search result	✓	✓	✓
E-mail contact	✓	✓	✓
Address information	✓	✓	✓
Manage your product portfolio, product groups and social media channels		✓	✓
Phone and fax numbers		✓	✓
Link to your website		✓	✓
Company logo		✓	✓
Profile picture		✓	✓
Online statistics		✓	✓
Highlighted among search results		✓	✓
Company logo in appropriate market overviews		✓	✓
Image gallery			✓
Company portrait			✓
Link to sales offices or branches			✓
Additional information as file			✓
Integrate company videos			✓
Price / year	free	€ 360	€ 515

All prices in Euros without applicable VAT

**EXACT SOLUTIONS**

**EXACT solutions GmbH**

corporate IT | +49 (0)89 2183 30  
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 E-Mail schreiben  
 H Homepage

**Produkt- und Dienstleistungsbeschreibung**

Corona Virus in der Luft Rein: Dankbar

In Deutschland entwickelt und hergestellt präsentiert sich die hochwertige Air Sanitizer Serie von EXACT solutions. Genutzt werden hochreine UVC Strahlen und Vorkatalysatoren von der deutschen Firma ozon GmbH, der Maßstab im Bereich professionelle UVC Entkeimung, Neutrich Ozon-Kill.

Der V16000 (LT) ist für fast jeden Einsatz geeignet. Das Roboter- und Remote-Gerät ist erhältlich zwischen 2000m³h und 15000m³h bei einer Corona Virus Reduktionsrate von bis zu 99,9%. Beständig durch ein unabhängiges Institut.

Das kleine Ende des Leistungspektrums markiert der V14000, mit maximal 1000m³h. Das robuste Gerät sorgt für saubere Luft in großen Räumen bei einer SARS-CoV-2 Reduktionsrate von bis zu 99,99%. Die integrierte Steuerung lässt sich per Mobiltelefon steuern und überwachen. Die Software wird durch die Firma Neutrich und Ozon-Kill entwickelt.

Dimensionierung und Auslegung? Gemeinsam mit unseren Partnern entwickeln wir Räume und Anwendungen um die ideale Lösung zu finden.

**Dokumente**

Download UVC  
 Datenblatt für die UVC Serie

Bestellung UVC  
 V16000-LT

## 1 Rates and Advertising Formats

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Fireplace Ad	Leaderboard: 980 x 90 pixels + Skyscraper (left and right): 160 x 900 pixels	total rotation	3,080.–
Billboard Ad	800 x 250 pixels	total rotation	2,935.–
Superbanner (=Big-size-Banner)	728 x 90 pixels	total rotation	910.–
Full-size-Banner	468 x 60 pixels	total rotation	460.–
Half-size-Banner	234 x 60 pixels	total rotation	310.–
Skyscraper	160 x 600 pixels	total rotation	790.–
Sticky-Sitebar	200 x 600 pixels	total rotation	940.–
Content Ad	300 x 250 pixels	total rotation	980.–
Rectangle	300 x 250 pixels	total rotation	935.–
Halfpage Ad	300 x 600 pixels	total rotation	940.–
Wallpaper	728 x 90 and max. 160 x 900 pixels	total rotation	1,285.–
Partner site button	300 x 120 pixels	total rotation	545.–
Sponsoring button	870 x 30 pixels	total rotation	1,195.–

Type of Ad Website	Format	Bookable Channels	Price in Euros per month/issue
Whitepaper	as agreed	Whitepaper, Sidebar	3,185.–

Job Vacancy Ad	Format	Bookable Channels	Price in Euros per 8 weeks
Job Vacancy Ad	see page 10	Job Market	from € 495.–

Type of Ad Business Directory	Format	Bookable Channels	Price in Euros per month/issue
Company entry / Standard	see page 15	Manufacturer Database	free of charge
Company entry / Plus mit Logo	see page 15	Manufacturer Database	360.– per year
Company entry / Premium with logo	see page 15	Manufacturer Database	515.– per year

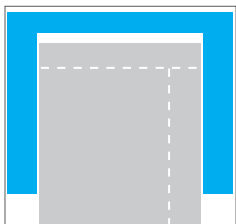
Type of Ad Newsletter	Format	Bookable Channels	Price in Euros per issue
Power Banner	300 x 140 pixels	Newsletter	395.–
Rectangle	300 x 250 pixels	Newsletter	520.–
Content Banner	650 x 150 pixels	Newsletter	425.–
Text Ad	image: 190 x 100 pixels, text max. 330 characters	Newsletter	520.–
Standalone Newsletter		Exclusive booking	1,600.–

All prices in Euros without applicable VAT



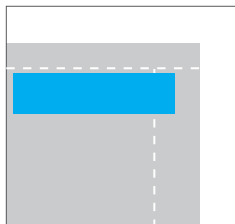
## 1 Banner formats

You can book a range of different banner formats on [highlight-web.de](http://highlight-web.de). Whether it is an animated gif or an HTML5 banner – the choice is yours. The banner formats are displayed in full rotation with a maximum of two further advertising partners. Invoicing for your campaign is based on the monthly fixed price.



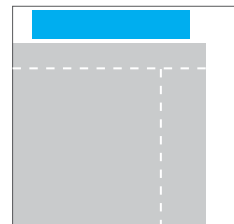
### Fireplace Ad

Format: 980 x 90 pixels  
(Leaderboard) and  
160 x 600 pixels (Skyscraper,  
left and right)  
Price/month: € 3,080.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



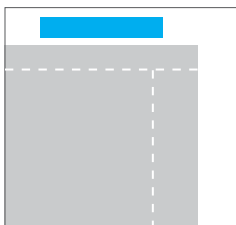
### Billboard Ad

Format: 800 x 250 pixels  
Price/month: € 2,935.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



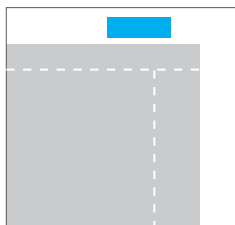
### Superbanner

Format: 728 x 90 pixels  
Price/month: € 910.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



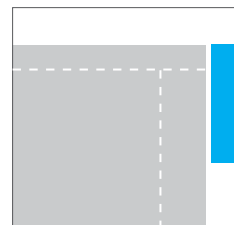
### Full-size-Banner

Format: 468 x 60 pixels  
Price/month: € 460.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



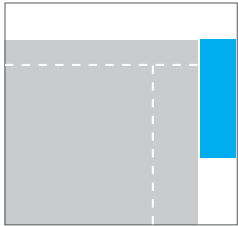
### Half-size-Banner

Format: 234 x 60 pixels  
Price/month: € 310.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



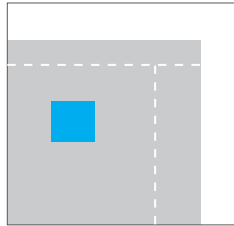
### Skyscraper

Format: 160 x 600 pixels  
Price/month: € 790.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



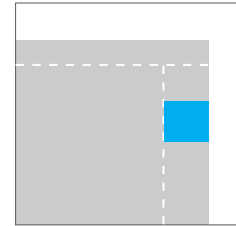
**Sticky-Sitebar**

Format: 200 x 600 pixels  
Price/month: € 940.–  
File type: HTML5/redirect-code  
File size: max. 50 KB



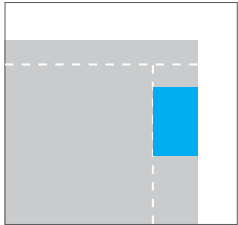
**Content Ad**

Format: 300 x 250 pixels  
Price/month: € 980.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



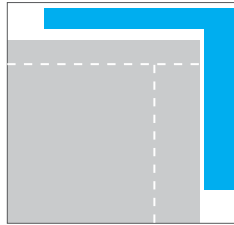
**Rectangle**

Format: 300 x 250 pixels  
Price/month: € 935.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



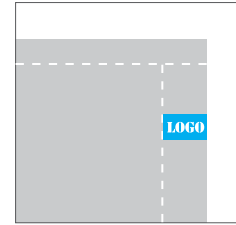
**Halfpage Ad**

Format: 300 x 600 pixels  
Price/month: € 940.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



**Wallpaper**

Format: 728 x 90 pixels and  
max. 160 x 900 pixels  
Price/month: € 1,285.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



**Partner site button**

Format: 300 x 120 pixels  
Price/month: € 545.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



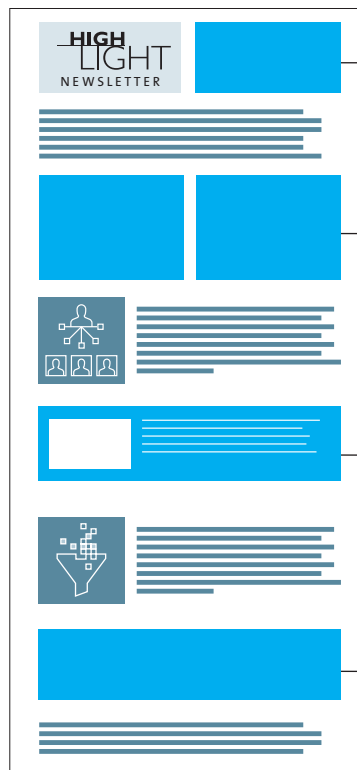
**Sponsoring button**

Format: 870 x 30 pixels  
Price/month: € 1,195.–  
File type: jpg, gif, png, HTML5  
File size: max. 50 KB



Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

- 1 Name:** highlight-web.de newsletter
- 2 Profile in brief:**  
Our newsletter is sent to around 7,000 subscribers on Thursdays on even calendar weeks. As well as the latest news, new product presentations and specialist editorial articles are also featured.
- 3 Target group:**  
Opinion leaders and decision-makers in the lighting sector.
- 4 Frequency of publication:** every week
- 5 Editorial contact partner:** Markus Helle, Editor-in-chief  
Tel.: +49 2952 97 59 200  
E-mail: markus.helle@huethig.de
- 6 Online advertising contact partner:** Bettina Landwehr,  
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- 7 Data delivery:** Angelika Scheffler  
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E-mail: highlight-dispo@huethig.de



#### Power Banner

**Format:** 300 x 140 pixels  
**Price / issue:** € 395,-  
**File type:** gif, jpg, png

#### Rectangle

**Format:** 300 x 250 pixels  
**Price / issue:** € 520,-  
**File type:** gif\*, jpg, png

#### Text Ad (image + text)

**Format image:** 190 x 100 pixels  
**Text:** max. 330 characters  
**Price / issue:** € 520,-  
**File type:** separate image file, text as Word file

#### Content-Banner

**Format:** 650 x 150 pixels  
**Price / issue:** € 425,-  
**File type:** gif\*, jpg, png

\* Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable VAT

Hüthig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

## Stand-alone Newsletter

You can send a stand-alone newsletter to all registered subscribers. The newsletter will be sent out bearing the name and design of your company (imprint required) and contain exclusively your content. The stand-alone newsletter can link to additional information on your company website or to a customer integration within highlight-web.de.

## Frequency of publication:

The frequency of the stand-alone newsletter is strictly limited. You can receive detailed information upon request.

## Format:

660 pixels

File type: HTML (inline CSS) or separately as text and image (jpg, png, gif)

Number of characters: +/- 3,000

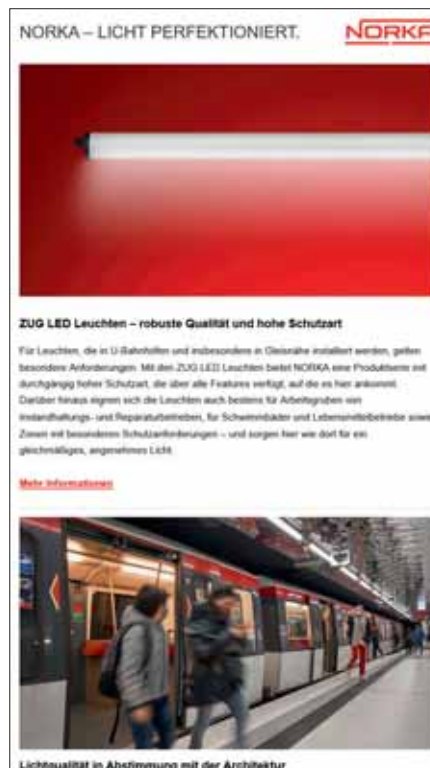
Number of graphics: max. 5

Number of links: max. 5

Imprint with managing director

Price: € 1,600.–/ issue

All prices in Euros without applicable VAT



NORKA – LICHT PERFEKTIONIERT. **NORKA**

**ZUG LED Leuchten – robuste Qualität und hohe Schutzart**

Für Leuchten, die in U-Bahnstationen und insbesondere in Gleisnähe installiert werden, gelten besondere Anforderungen. Mit den ZUG LED Leuchten bietet NORKA eine Produktreihe mit durchgängig hoher Schutzart, die über alle Features verfügt, auf die es hier ankommt. Darüber hinaus eignen sich die Leuchten auch bestens für Arbeitszonen von Instandhaltungs- und Reparaturbetrieben, für Schweißbäder und Lebensmittelbetriebe sowie Zonen mit besonderen Schutzanforderungen – und sorgen hier wie dort für ein gleichmäßiges, angenehmes Licht.

[Mehr Informationen](#)

Lichtqualität in Abstimmung mit der Architektur

Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone: +49 89 2183-8988, Fax: +49 89 2183-8989, Internet: www.highlight-web.de

## Sponsored posts

A sponsored post is a sponsored piece of advertising on **highlight-web.de** that takes the form of a marked news article. It flows through the entire **highlight-web.de** news stream on the homepage and on a channel chosen by the client, where it is archived for at least a year. Content can be freely designed in terms of its text and image elements.

Sponsored posts are also placed as the third article on the **highlight-web.de** homepage for a week, where they are highlighted in gray. The following channels are available to choose from: Design, Projects, Business, Technology, Scene.

**The frequency of this form of advertising is very limited, as no more than one sponsored post is published every week.**

**Format:** HTML content page, content supplied as a Word document.  
Maximum five images as png or jpg files.

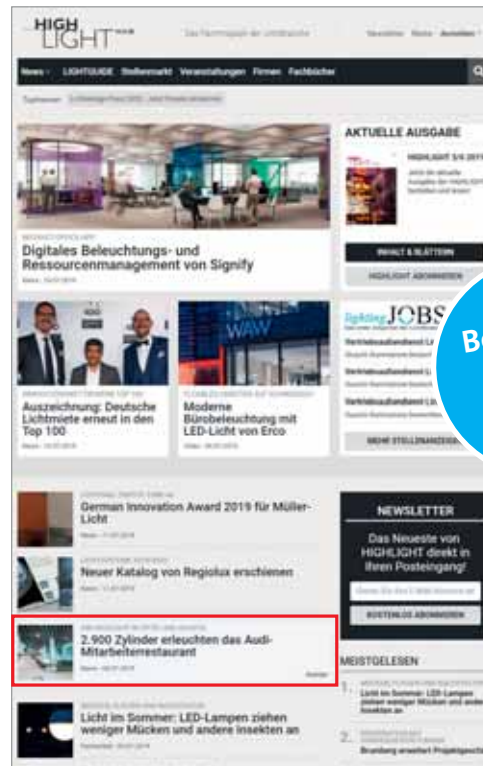
**Price:** €745

## You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel / sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest)
- Text, including links (recommendation: no more than two DIN A4 pages)
- Optional: A maximum of 5 images (jpg, png, gif)
- It is also possible to integrate a video – price for a sponsored post including video: €1,395

All prices are in euros and exclude statutory VAT (sales tax).

\*Integrated on the homepage for a week; archived for at least a year



# Your contacts

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**HIGH**  
LIGHT

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### GTCBs

Our general Terms and Conditions are  
viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)